JUN 8

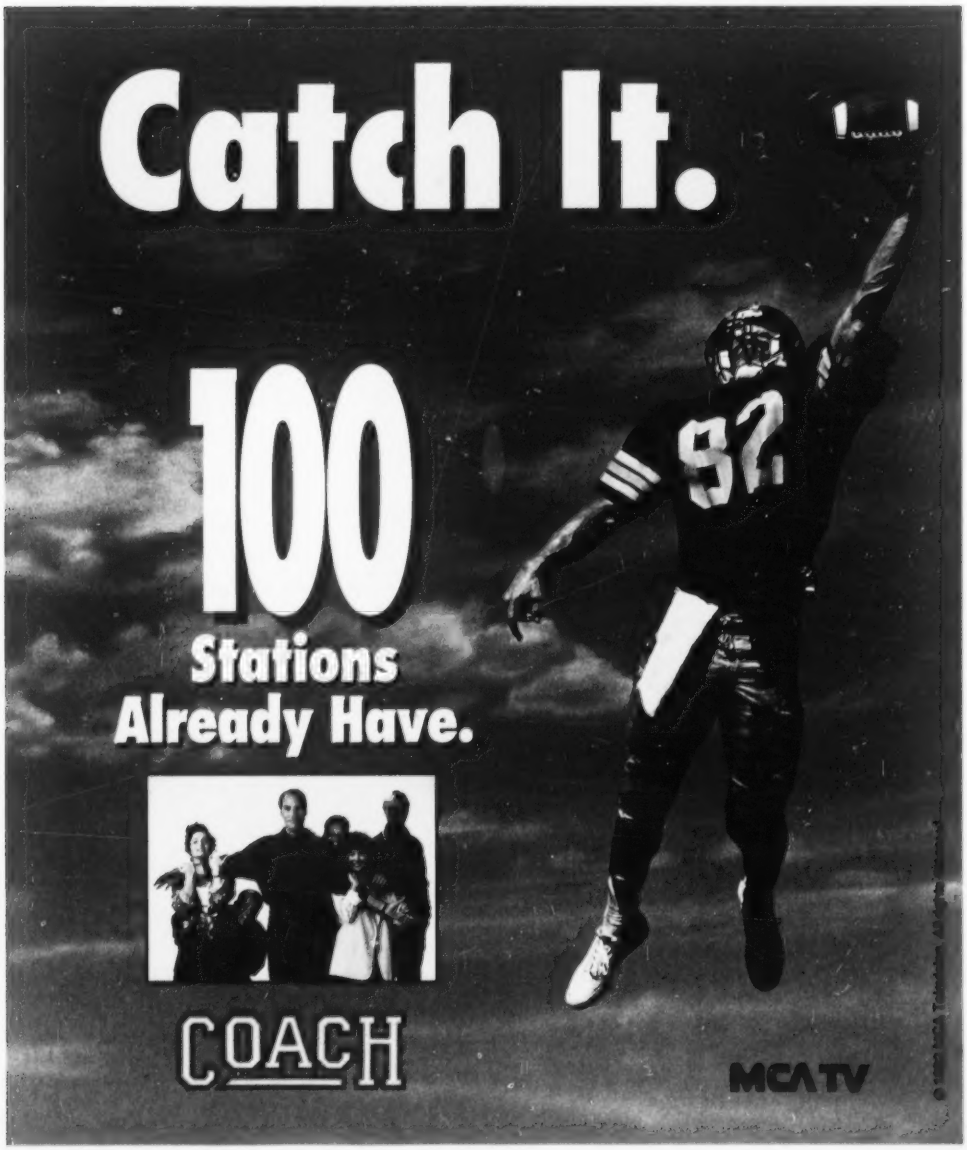
Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ '91-'92 NETWORK PRODUCTION DEFICITS: $460 MILLION / 4

❑ SPELLING SUCCESS ENERGIZES IMAGE / 14

❑ LOCAL SPORTS TURNING TO PPV / 36



0 71486 0

#********** 5-DIGIT 20814
#010489884#C SEP92 BR242
SRI ACQ
CONGRESSNL INFO SRV 132
4520 EAST-WEST HWY
BETHESDA MD 20814

CBS'S CONTROVERSIAL COMPENSATION

Page 3

PRODUCTION DEFICITS TOP $464 MILLION

Alliance of Motion Picture and Television Producers says higher costs and lower license fees for network TV producers are to blame

By Steve Coe

Network television producers incurred total production deficits of more than $464 million for the 1991-92 season according to research compiled by the Alliance of Motion Picture and Television Producers. That's a 31% increase from 1990-91's $353,246,000 in deficits (BROADCASTING, Feb. 10).

The total represents the cumulative deficits suffered by producers of hour dramas and filmed and taped half-hour series. According to the research, producers of hour dramas carried deficits of over $148 million, half-hour filmed series of almost $190 million and half-hour taped shows of $126 million. On a per-episode basis, a half-hour filmed series carried an average deficit of $391,500, a $145,088 increase from the per-episode average in the 1991 season. For half-hour taped series the per-episode deficit in 1992 was $273,000, up from $132,806 in 1991. The news was slightly better for producers of one-hour series—their per-episode deficits decreased by $574,000 in 1992. However, with a per-episode deficit of $307,000, a producer who delivers 22 one-hour episodes will wind up the season in the hole for $6.7 million based on costs versus license fees.

The deficit jump can be attributed to ever-increasing production costs and falling license fees. Overall, production costs were up more than 12% for half-hour filmed series ($844,187 in 1990-91 versus $950,000 in 1991-92), and up 2% for one-hour filmed shows. The biggest increase in production costs, however, was for half-hour taped shows, where costs jumped from an average $697,759 in '90-'91 to $959,000 in '91-'92, an in-

This Week

CBS'S NEW COMP CHARGE / 3

Wall Street and network affiliates have imputed a variety of intentions to CBS's plan for an affiliation charge, but all sides agree it portends a dramatic change for the broadcasting industry.

GOODNIGHT 'NIGHTLINE'? / 5

In a satellite address to the affiliates meeting, ABC News President Roone Arledge warned that the network could lose its late-night *Nightline* if clearances continue to hover at their current 63%.

SKINNER'S MARSHALL PLAN / 6

Informed sources say that White House Chief of Staff Samuel Skinner has advised President Bush not to submit Sherrie Marshall's name for renomination to the FCC, arguing that the commissioner has been less than diligent in pursuing the administration's deregulatory agenda.

SPELLING SUCCESS / 14

With its *Beverly Hills, 90210* hit and network orders for more youth-oriented series, Spelling Entertainment has bounced away from its adult-skewing reputation (*Dynasty, Hotel*) and reshaped its image as a hip, youth-oriented producer.

SLIDING INTO PPV / 21

While major sports leagues remain hesitant about hatching national plans for pay per view, some local teams have made the move with few complaints from consumers and legislatures.

Aaron Spelling skews young with series cousins to 'Beverly Hills, 90210' (p. 14).

HIGH DEFINITION, HIGH PRICE / 23

Broadcasters plan to ask the FCC to reconsider its five-year rule for HDTV application/construction, contending the deadline will induce manufacturers to keep prices high.

SLIGHT GROWTH FOR RADIO / 24

McCann-Erickson's Robert Coen sees 4-5% growth for radio in his mid-year forecast, with the industry holding on to its 6.7% share of the total advertising market.

CPB BILL PASSES / 26

The U.S. Senate, wrapping up a seven-month controversy, passed a $1.1 billion appropriation for the Corporation for Public Broadcasting last week, and tacked on an amendment seeking a 6 a.m.-midnight ban on "indecent" programing.

SLOWER GROWTH FOR TV / 34

In the TV version of his midyear report, Robert Coen revised downward his predictions for advertising growth in 1992, pegging total TV ad revenue growth at 6.1%, not 7%.

NEWS DEPARTMENTS

Business 34
Cable 21
Radio 24
Technology 23
Television 14
Top of the Week 3
Washington 26

FEATURE SECTIONS

Bicoastal 13
By the Numbers 44
Changing Hands 35
Closed Circuit 12
Datebook 36
Editorials 58
Fates & Fortunes 52
Fifth Estater 51
For the Record 45
In Brief 56
Monday Memo 55
Ratings Week 20
Washington Watch 9

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting*® introduced in 1946; *Television*® acquired in 1961; *Cablecasting*® introduced in 1972; *Broadcasting/Cable* introduced in 1989. *Broadcasting*® is a registered trademark of Reed Publishing (Nederland) B.V., used under license. ®Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

Broadcasting (ISSN 0007-2028) (GST #123397457) is published weekly with one additional special issue in January by The Cahners Publishing Co. (subscription includes all issues). Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; John J. Beni, Senior Vice President/General Manager; Neil Perlman, Senior Vice President/Group Publisher; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production & Manufacturing; Ralph Knupp, Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* copyright 1992 by Reed Publishing USA; Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, $85; Canada, $129 (includes GST); Foreign Air, $300; Foreign Surface, $149. Single copies are $2.95, special issues, $4.50. Please address all subscription mail to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

Broadcasting's Ratings Week ■ May 25-31

	ABC	CBS	NBC	FOX
MONDAY	9.4/16	13.1/23	10.9/18	NO PROGRAMING
8:00		24. Evening Shade 11.7/21	17. Fresh Prince 12.4/23	
8:30		17. Major Dad 12.4/21	22. Blossom 12.1/20	
9:00	42. ABC Monday Night Movie—Queenie, Pt. 2 9.4/16	6. Murphy Brown 15.1/25	35. NBC Monday Night Movie—Desperado: The Outlaw Wars 10.2/17	
9:30		13. Designg Wmn 13.3/22		
10:00		14. Northern Exposure 13.1/23		
10:30				
TUESDAY	16.4/27	12.6/21	7.7/13	NO PROGRAMING
8:00	7. Full House 15.0/26	20. Rescue: 911 12.2/20	57. In the Heat of the Night 7.9/13	
8:30	2. Home Improvmt 18.3/30			
9:00	1. Roseanne 20.2/32	15. CBS Tuesday Movie—Miracle Landing 12.8/21	51. NBA Playoff—Utah at Portland 8.5/15	
9:30	4. Coach 17.4/28			
10:00	11. Jack's Place* 13.8/24			
10:30				
WEDNESDAY	9.7/17	10.2/17	12.9/22	NO PROGRAMING
8:00	45. Wonder Years 9.1/17	65. Davis Rules 7.1/13	9. Unsolved Mysteries 14.3/26	
8:30	31. Growing Pains 10.6/19	72. Brooklyn Bridge 6.2/11		
9:00	23. Doogie Howser 11.9/20	37. Jake and the Fatman 9.8/16	20. NBA Playoff—Cleveland at Chicago 12.2/22	
9:30	38. Anything B/Love 9.7/16			
10:00	53. Civil Wars 8.4/15	10. 48 Hours 14.0/24		
10:30				
THURSDAY	9.2/16	10.2/18	9.5/17	9.3/16
8:00	65. The Young Riders 7.1/13	57. Top Cops 7.9/15	43. Cosby 9.3/17	40. Simpsons 9.6/18
8:30			31. A Diffrnt World 10.6/19	67. Drexell's Class 6.9/12
9:00	54. MacGyver 8.1/14	16. Street Stories 12.5/21	40. NBA Playoff—Portland at Utah 9.6/18	33. Beverly Hills 90210 10.4/18
9:30				
10:00	19. ABC News—Nightline Special 12.3/22	34. Human Factor 10.3/18		
10:30				
FRIDAY	12.7/25	6.0/12	9.2/18	6.0/12
8:00	27. Family Matters 11.1/24	82. Secret World of Bats 5.2/11	68. Super Bloopers & Practical Jokes 6.5/13	68. America's Most Wanted 6.5/13
8:30	29. Step By Step 10.8/22			
9:00	36. Dinosaurs 9.9/19	71. Essence Awards 6.4/12	26. NBA Playoff—Chicago at Cleveland 11.4/22	68. Sightings 6.5/13
9:30	38. Baby Talk 9.7/18			86. Hidden Video 2 4.5/9
10:00	4. 20/20 17.4/32			
10:30				
SATURDAY	6.9/14	4.2/9	7.4/15	7.4/15
8:00	78. Who's the Boss? 5.7/12	91. LaRouche in '92 2.1/5	49. Golden Girls 8.9/19	63. Cops 7.6/17
8:30	76. Julie* 5.9/12	88. CBS Saturday Movie—Run Till You Fall 4.1/8	63. The Torkelsons 7.6/16	45. Cops 2 9.1/19
9:00	77. Billy 5.8/12		51. Empty Nest 8.5/17	60. Code 3 7.7/16
9:30	73. Perfect Strang. 6.0/12		57. Nurses 7.9/16	83. Vinnie & Bobby* 5.0/10
10:00	47. The Commish 9.0/19	81. Trials of Rosie O'Neill 5.5/11	78. Sisters 5.5/11	
10:30				
SUNDAY	11.0/20	12.6/23	6.3/11	7.1/13
7:00	80. Life Goes On 5.6/11	3. 60 Minutes 17.5/35	90. Adv Mark & Brian 2.9/6	85. True Colors 4.8/10
7:30			89. Adv Mark & Brian 3.3/6	84. Parker Lewis 4.9/10
8:00	25. Am Fun Hme Vid 11.6/21	8. Murder, She Wrote 14.8/26	73. Super Bloopers & Practical Jokes 6.0/11	44. In Living Color 9.2/17
8:30	30. Am Fun People 10.7/19			60. Roc 7.7/13
9:00	12. ABC Sunday Night Movie—City Heat 13.6/24	49. 46th Annual Tony Awards 8.9/16	54. Seinfeld 8.1/14	28. Married w/Childn 11.0/18
9:30			60. Night Court 7.7/13	47. Herman's Head 9.0/15
10:00			54. Quantum Leap 8.1/15	73. Std by Your Man 6.0/11
10:30				87. Get a Life 4.2/8
WEEK'S AVGS	10.6/19	9.8/18	8.9/16	7.4/14
SSN. TO DATE	11.9/20	13.3/22	12.1/20	7.9/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

COEN FORECASTS 4-5% GROWTH FOR RADIO

Pace is slightly behind television, but share of advertising dollar holds steady at 6.7%

By Peter Viles

An influential mid-year forecast of advertising spending contains both good news and bad for radio, predicting a modest rebound in revenue growth for 1992, but one that will lag slightly behind television (see page 34).

The forecast, issued last week by Robert Coen, senior vice president of McCann-Erickson USA, predicts that local radio revenues will grow by 5.0% and national and network radio revenues by 4.0% in 1992.

Those are encouraging totals for an industry still emerging from recession, but they lag slightly behind the growth projected for television: 7.0% locally and between 4.5% and 9.0% nationally. Still, the differences in projected growth rates do not appear to be significant and Coen's predictions would have radio's share of all advertising dollars holding steady at about 6.7% in 1992 (see box).

Coen said he expects national spot and network radio will rebound after a dismal first quarter, but he said he is somewhat at a loss to explain their poor performance thus far: national spot radio is down 10.7%, and network 6.9%.

Coen said one explanation of the weakness of national spot radio is that soft television prices have lured some bargain-hunting advertisers back to TV at the expense of radio. "We think there are some indications that marketers went from lower-budget spot TV into spot radio in 1991 and are now going back to TV," he said.

Jean Pool, senior vice president, director of local broadcast at J. Walter Thompson, said another factor hurting national spot radio is the continued weakness of packaged goods manufacturers. "Retail's doing fine," she said. "But packaged goods just hasn't moved out of the recession yet."

As for the performance of network radio, Coen pointed out that, because it is dwarfed by other national media, network radio tends to be somewhat volatile, and thus could rebound quickly and dramatically.

"It doesn't take much to move this thing—a couple of big auto manufacturers," he said.

Bud Heck, president of the Radio Network Association, said the auto industry's reduced spending has been a particular cause of concern for the networks in the first quarter. ■

HOW RADIO COMPARES

	1991 % change	*1991 Amount ($ billion)*	*Proj. 1992 % change*	*Proj. 1992 Amt. ($ billion)*
Local radio	- 3.0	$6.375	+ 5.0	$6.73
All local	- 3.8	53.990	+ 4.6	56.30
Radio's share		11.8%		12.0%
National radio (network and spot)	- 2.0	$2.075	+ 4.0	$2.15
All national	- 0.2	72.690	+ 5.2	$76.40
Radio's share		2.85%		2.81%
Total radio		$8.450		$8.88
All advertising		126.680		$132.70
Radio's share		6.67%		6.69%

Percents are change from previous year. Source: Robert Coen, McCann-Erickson Worldwide.

'American Radio Company' host Garrison Keillor (left), joined by Ivy Austin and Richard Muenz (as well as other members of the cast), performed in 'A Sunday Afternoon with Garrison Keillor,' a special show at the Museum of Television & Radio in New York on May 31.

REVENUE PROJECTIONS REVISED DOWNWARD

McCann-Erickson's Coen sees television ad growth of 6.1%; network estimate cut by 40%

By Sharon D. Moshavi

A softer-than-expected first quarter and a belief that economic recovery has stalled—but not stopped—have prompted forecaster Robert Coen of McCann-Erickson to downgrade his predictions for advertising growth in 1992.

Coen, in his semiannual presentation, said he now expects total television revenue to grow 6.1% instead of the 7% he had predicted six months ago. He has lowered his expections for total advertising growth in 1992 to 5%, down from his December 1991 projection of 6.2% and his June 1991 estimate of 8%. He now sees a one-quarter delay in full recovery for advertising, pushing it into 1993.

"I thought by spring that things would start to boil," says Coen, adding that the upfront will be affected by the still conservative budgets of advertisers. As political advertising kicks into high gear and as the upfront selling season drags out, most of the activity will come in the fourth quarter, a combination that means that upfront and fourth-quarter scatter may look remarkably alike, says Coen.

Network television seems to be one of the more disappointing categories for Coen, who cut his predictions for 1992 growth 40%, to 4.5%. The year's growth should get network television revenues to just under 1990 levels. First-quarter 1992 saw revenue increases of 3.3%, about one-third as much as Coen had predicted last December. A primary problem, he says, was that money spent on the Olympics was not incremental revenue but came from existing advertising budgets. Coen sees this "robbing" of other budgets to buy Olympics inventory not as a temporary recession-inspired trend but as the beginning of a more permanent and disturbing pattern.

Spot television, Coen says, still will not be able to undo the 1991 slide, when revenues dropped 8.7%. He predicts revenue gains this year at about 7.5% and local television gains at 7%, a brighter picture than the 3.7% decline in revenue for 1991. Product categories showing the most gains for local TV so far this year are automobile dealers, department and discount stores and health clubs.

Cable and syndication, which weathered the recession comparatively well this year, appear to be experiencing problems similar to those of other television media. First-quarter 1992 cable was down 1.3%, compared with being up 11.2% the same period in 1991. Syndication (which includes Fox) saw a similar pattern, increasing 3.1% in the first quarter of 1992 versus 26.8% in 1991. Coen now sees 6% growth for cable and 9% for syndication, both down from December predictions.

As both of those categories grow, Coen believes their ability to grow at a rate significantly above the rest of the television universe will moderate. That ability has been marked mostly by programing expansion and ever-increasing inventory. Although Fox's move to seven nights of programing will continue to increase syndication's commercial inventory, its expansion is not likely to be matched by syndication as a whole, Coen says. Additionally, Fox's expansion is likely to come at the expense of other television media. Coen says he believes most of the ad dollars on Fox's new nights will primarily come out of network budgets.

Last week, Myers Marketing & Research publicly reaffirmed its advertising predictions, which were first released in December 1991, of 4%-6% revenue growth for 1992. ■

TOP SEVEN AD PRODUCT CATEGORY CHANGES
(First-quarter 1992 vs. First-quarter 1991)

	NETWORK	SPOT	CABLE	SYNDICATION*
Food	-9%	-18%	-6%	-6%
Passenger Cars	2%	11%	-17%	-22%
Soft Drinks	25%	-17%	-6%	-18%
Fast Food	-18%	12%	-16%	-12%
Toiletries	4%	12%	23%	-5%
Drugs/Remedies	7%	31%	11%	10%
Cleaners/Waxes	-6%	-32%	24%	-19%

*Includes Fox. Source: Robert Coen, McCann-Erickson.

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KEZW(AM)-KOSI(FM) Denver □ Sold by D&D Broadcasting Inc. to Tribune Broadcasting Co. Inc. for $19.9 million. **Seller** is headed by Steven Dinetz and Joseph Davidman and has no other broadcast interests. **Buyer** is headed by James Dowdle and is licensee of 1 AM, 2 FM's and 6 TV's. KEZW is fulltimer with nostalgia, big band format on 1430 khz with 5 kw. KOSI has light adult contemporary format on 101.1 mhz with 100 kw and antenna 1,624 feet above average terrain. *Broker: H.B. La Rue Media Brokers.*

WDUZ(AM)-WQLH(FM) Green Bay, Wis. □ Transfer of control of licensee Green Bay Broadcasting Co. for $523,050 cash. Transfer includes KSDN-AM-FM Aberdeen, S.D. President William C. Laird, who currently holds 100 shares of non-cumulative voting preferred stock of licensee, will become controlling stockholder of company. Laird also has interests in licensee of WDUX-AM-FM Waupaca, Wis. WDUZ is fulltimer with AC format on 1400 khz with 1 kw. WQLH(FM) has easy listening format on 98.5 mhz with 100 kw and antenna 1,254 feet above average terrain.

WDFX(FM) Detroit □ Sold by Bruce Wilson, receiver, to Alliance Broadcasting for $4.55 million. **Seller** has no other broadcast interests. **Buyer**, headed by John Hayes, is limited partnership between Hayes, Odyssey Partners Ltd. and Goldman Sachs & Co. Alliance also owns KYNG(FM) Dallas-Fort Worth. WDFX has CHR format on 99.5 mhz with 21 kw and antenna 755 feet above average terrain. *Broker: Star Media Group Inc.*

WDJR(FM) Enterprise, Ala. □ Sold by Northcom Ltd. to Gulf South Communications Inc. for $700,000 cash. **Seller** is headed by Jerry W. Oakley, and is licensee of WLHQ(AM) Enterprise, Ala. Oakley also has interests in WIRC(AM)-WXRC(FM) Hickory, N.C. **Buyer** is headed by Clay E. Holladay, and has no other broadcast interests. WDJR has classic rock format on 96.9 mhz with 100 kw and antenna 1,515 feet above average terrain.

KCML(FM) Hanford (Fresno), Calif. □ Sold by Liggett Broadcast Inc. to Harry J. Pappas for $550,000. **Seller** is headed by James A. Jensen, and is licensee of WBCK(AM)-WBXX(FM) Battle Creek, WFMK(FM) East Lansing, WHNN(FM) Bay City and WLHT(FM) Grand Rapids, all Michigan. **Buyer** is 99% owner of licensee of KMPH(TV) Visalia, Calif. KCML has Z-Rock format on 107.5 mhz with 20.3 kw and antenna 784 feet.

KVUQ(FM) Olathe, Kan. (Kansas City) □ CP for 93.3 mhz sold by Marian S. Harbart to Bott Broadcasting Co. for $537,500. **Seller** has no other broadcast interests. **Buyer** is headed by Richard P. Bott and owns KCCV(AM) Overland Park, Kan., KQCV(AM) Oklahoma City and WFCV(AM) Fort Wayne, Ind. Bott also has interests in KSIV(AM) Clayton, Mo.

KWZD(FM) Hamlin (Abilene), Tex. □ Sold by B & D Communications Inc. to Taylor County Broadcasting for $320,000. Station was purchased in January for $265,000 ("For the Record," Jan. 27). **Seller** is headed by Robert H. Holladay, and is licensee of KICR-AM-FM Oakdale, La. **Buyer** is headed by George L. Chambers, and has no other broadcast interests. KWZD has C&W format on 103.7 mhz with 100 kw and antenna 985 feet.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$154,000** □ **3**

FM's □ **$6,157,000** □ **6**

AM-FM's □ **$19,935,000** □ **2**

TV's □ **$19,200,000** □ **1**

Total □ **$45,446,000** □ **12**

1992 to Date:

AM's □ **$35,039,198** □ **82**

FM's □ **$62,911,138** □ **102**

AM-FM's □ **$117,324,205** □ **62**

TV's □ **$1,114,316,620** □ **33**

Total □ **$1,329,591,161** □ **279**

For 1991 total see Jan. 27, 1992 BROADCASTING.

CLOSED!

KWIZ(FM), Orange County, California from Jose and Lenard Liberman to John Douglas for $8,250,000 cash.

Elliot B. Evers
Broker

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results.

ELLIOT B. EVERS
415-391-4877

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

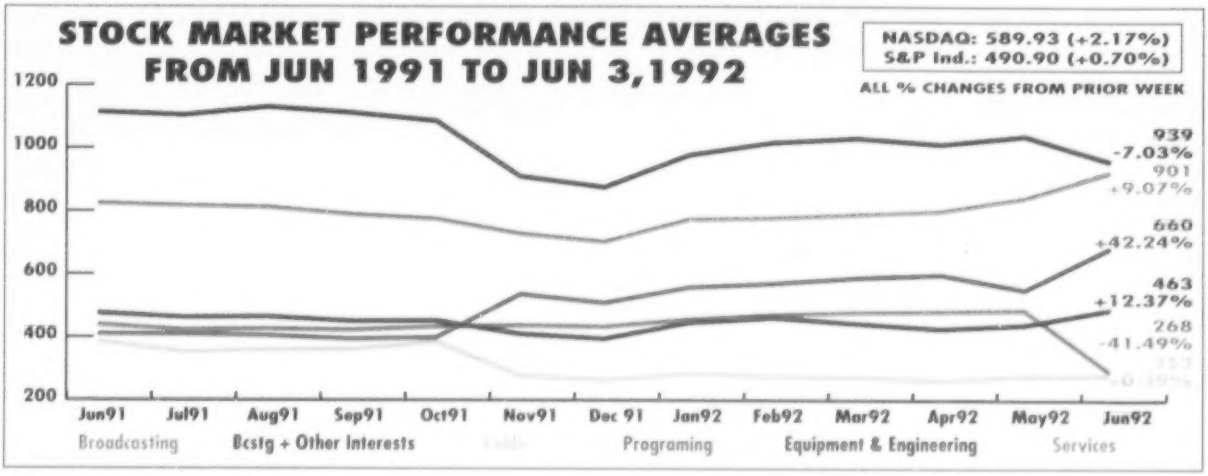
RANDALL E. JEFFERY
407-295-2572

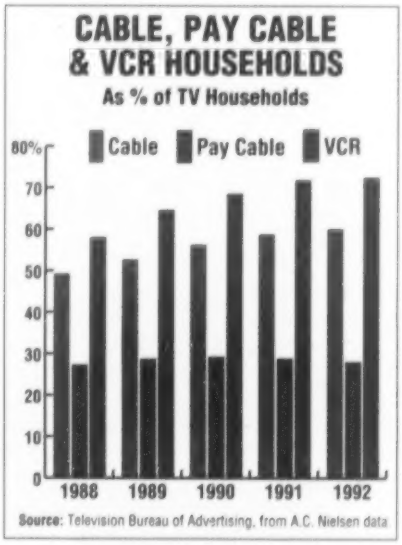
RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS

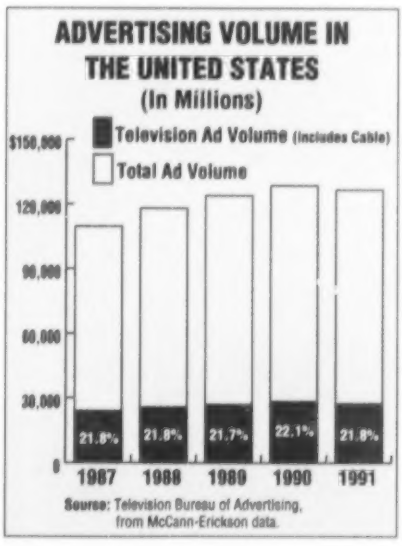
MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Broadcasting's By The Numbers







SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,652	1,001	5,653
Educational FM	1,530	314	1,844
Total Radio	**11,164**	**1,548**	**12,712**
Commercial VHF TV	558	13	571
Commercial UHF TV	580	169	749
Educational VHF TV	123	5	128
Educational UHF TV	236	9	245
Total TV	**1,497**	**196**	**1,693**
VHF LPTV	452	148	600
UHF LPTV	785	849	1,634
Total LPTV	**1,237**	**997**	**2,234**
FM translators	1,894	362	2,256
VHF translators	2,503	76	2,579
UHF translators	2,350	400	2,750

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

In Brief

NBC and parent General Electric are joining forces on a fall promotional campaign designed to highlight the network's new fall schedule and generate sales for GE Lighting products. The campaign will incorporate network television spots, newspaper and trade publication advertisements and displays in more than 150,000 retail outlets as well as an instant-win sweepstakes with 25,000 prizes. The campaign's combined elements are expected to generate more than a billion impressions in a one-month period. The program was developed to coincide with a GE media buy on NBC. NBC's entire fall schedule will be the focus of the campaign, with particular emphasis placed on new series.

TV ad revenues reached $5.23 billion for first-quarter 1992, up 3.7% over the same period in 1991, according to the Television Bureau of Advertising. TVB cites a rise in automotive advertising as one of the major reasons for the increase. Network TV revenues rose 2.9% over the same period last year, syndication rose 3.1%, spot was up 4.1% and local was up 5.3%, according to TVB data from Arbitron's MediaWatch.

WCBS-TV New York made it official: it **will schedule *Cristina Saralegui,*** a joint syndicated talk show venture between the CBS Station Group and Columbia Pictures Television Distribution, **at 9-10 a.m.** starting June 22. The ejection of Viacom Enterprises' *The Montel Williams Show* from the morning slot is a serious blow, particularly while the show is undergoing a slow market rollout and is moving production from Los Angeles to New York later this summer. A spokesman for WCBS-TV said it was unlikely *Montel* would find another slot on the CBS O&O. The station is rumored to have committed 4-5 p.m. to King World Productions' hour blocking of *Inside Edition* and *Inside Edition Extra* for this fall. A Viacom spokeswoman said the syndicator is "confident" of finding another clearance in New York.

NSS POCKETPIECE
Viewers's top ranked syndicated shows for the week ending May 24. Numbers represent aggregate rating average/stations/% coverage)
1. Star Trek 12.8/244/98
2. Wheel Of Fortune 11.6/236/99
3. MGM Premiere Network IV 10.9/185/94
4. Jeopardy! 10.7/218/98
5. Oprah Winfrey Show 10.5/231/98
6. Entertainment Tonight 7.3/190/98
7. Donahue 7.0/231/98
8. Married...With Children 6.9/176/95
9. A Current Affair 6.6/170/95
10. Wheel Of Fortune-wknd 6.6/186/91
11. Inside Edition 6.1/137/89
12. Cosby Show 6.0/202/97
13. WKRP In Cincinnati 5.6/139/98
14. Sally Jessy Raphael 5.4/211/98
15. Hard Copy 5.2/175/92

Producer Neal Marlens filed suit in Los Angeles Superior Court against Warner Bros. Inc. and Warner Bros. Domestic Television, seeking $50 million in compensatory damages by claiming that the studio defrauded him of earnings due to him as creator of the former ABC sitcom *Growing Pains*. In the court filing, Marlens's attorneys also said the producer, who is best known for creating *The Wonder Years*, was supposed to receive 25% of *Growing Pains*' net profits. Although the suit claims that the series earned $204 million in gross revenues (from network and syndication license fees), Marlens has not received a "penny" in net profits. A Warner Bros. spokesperson said it was studio policy to decline comment regarding "ongoing litigation."

The word in New York production circles last Friday was that ***The Maury Povich Show*** fired **Kari Sagin** as executive producer of the Paramount Domestic Television-distributed rookie talk show strip. A *Povich* spokeswoman termed Sagin's departure as a resignation, adding that "we're sorry to see her go and support her in her future endeavors."

ESPN has become the first cable network to surpass the 60 million households mark, now reaching 60,536,000 households (65.7% of U.S. TV households), according to A.C. Nielsen Co. data supplied by the all-sports network.

Turner Program Services has named **Steven Leblang** to the newly created position of VP, marketing and sales strategy for the Turner Broadcasting System syndication division. Previously, Leblang, who served as part-time consultant to TPS on the off-network sales launch of *The Wonder Years*, was executive VP of programing at LBS Communications and VP of programing at Fox Television Stations Inc.

Entering its second week, ***The Tonight Show with Jay Leno* continued to level off in the overnight metered markets,** turning in a 6.3 rating/19 average (NSI) for the first three days of this week (June 1-3), down 28% in rating and 32% in share from its 8.8/28 debut week overnight average (May 25-29). The Monday-Wednesday telecasts posted ratings of 7.3/20, 5.9/19 and 5.7/19, but it should be noted that the June 4 telecast was delayed by more than an hour due to an NBA championship game.

The Monitor Channel will cease operations on June 28, following several failed attempts to sell the basic cable network. The First Church of Christ, Scientist, which spent an estimated $250 million to launch the channel, said it declined four sepa-